Course Syllabus

Code - Course Title	**PZL301U - Airline Marketing**
Course Type	I. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. ÖZLEM ATALIK

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Airline Marketing
Recommended Resources	-
Work Placement	-

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Marketing, service marketing and Air transport marketplace	
Week - 2		Marketing Environment of Airline Industry (Peste Analysis)	
Week - 3		Competition Strategies for Airlines	
Week - 4		Competition Strategies for Airlines	
Week - 5		Product Analysis in the Airline Marketplace	
Week - 6		Product Analysis in the Airline Marketplace	
Week - 7		Mid -term	
Week - 8		Pricing and Revenue Management in the Airline Marketplace	
Week - 9		Pricing and Revenue Management in the Airline Marketplace	
Week - 10		Product Distribution in Airline Market	
Week - 11		Distribution channels used in airline companies, Global distribution and reservation systems	
Week - 12		Promotion Mix in Airlines	
Week - 13		Relationship Marketing in Airlines	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Will be able to explain airline marketin specifications
2	Will be able to explain competitive for airlines
3	Will be able to explain product, price and yeild management in airlines
4	Will be able to explain sales, advertising and promotion policies in airlines
5	Will be able to explain relationship marketing, customer value and customer loyalty in Airlines

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**